**NOTE TAKER TEMPLATE**

**Table Theme: Awareness and Public Appreciation**

**Issues and Opportunities**

1. The public does not view the community sector as a ‘sector of the economy’ and, often, does not understand what services the sector offers, does not have confidence in the sector and values it only for its social contribution.
2. Organizations may be penalized for showing a profit – there is often a view from funders and the public that a community sector organization should not earn money and, if it does make a profit, then it does not need money.
3. The administrative cost of running an organization and the differences among organizations are not fully recognized in funding programs.
4. Some people tend to see the community sector as a job, not as a career.
5. Some in the private sector view the community sector negatively or as competition, especially if government funds are being sought.
6. The public funding model depicts the community sector as dependent on government.
7. There is growing societal focus on social enterprise, social impact and social return on investment.
8. Many people (e.g., youth) have a great deal of passion and a desire to make a difference.
9. Immigrants offer a new source of labour, skills, knowledge and energy.
10. The community sector is a great opportunity for women and diverse populations.
11. The skills required for social innovation must be recognized in order to create and capitalize on new opportunities.
12. Xx
13. xx

**Group 1**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * Public awareness announcements about value of community sector and economic value. * Commercials * Engage youth to connect to community. * Schools provide more programming about what is available in our community, value of volunteering. * More volunteer groups going into school providing awareness. | * Contests about songs or stories to engage youth about to tell heritage/volunteering. * Identify gaps in organizations, age range, youth story tellers, skills, knowledge. * Try to fill gaps above and provide solutions. * More regional and local collaboration, breakdown silos. * Organizations need to work more closely with municipalities to network so services are not duplicated or missing. |

**Group 2**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * More education to show what different groups do. * Public awareness campaign Government departments, non- profit groups. * Need to be more controls in place to prevent non-profit organizations from decreasing income from private business. | * Billboard campaign to increase awareness. * Non-profit organizations come together to make a social media awareness campaign. * Communication of what non-profit organizations are and what they do, their purpose. * Seek funding to acquire a person to be hired to do this job. |

**Group 3**

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| What action(s) can **government** take to address the issues or seize the opportunities? | What action(s) can the **community sector** take to address the issues or seize the opportunities? |
| * Non-profit organizations having availability to have surplus funding to carry over through fiscal year, multi-year funding for non for profits. * Too much financial uncertainty at yearend. * More hands on approach from Government to know what is going on with the groups that are under their umbrella. * Higher profile and value the work of non-profit organizations within the eye of Government. | * Community Sector Council do more reaching out to non-profit, networking. * Advocate to Government to use a similar pay scale for the salaries of the people who work at these non for profit, Job Evaluation System. * Job uncertainty in non-profit groups cause walls being put up and keeping their information to themselves. * Government fund regional round tables to share knowledge, action plans, common goals. * A joint mission statement to show what you are working towards. |